Conclusions:

* **The ideal range of backers is between 15,000 and 34,999**. Data that measures the amount of backers vs the outcome of crowdfunding show some interesting and valuable results. Almost all the campaigns that have this range of backers are successful. In fact, crowdfunding efforts with 15,000 to 24,999 backers are successful 100% of the time along with efforts that have 30,000 to 34,999. Crowdfunding efforts should aim for this range of backers to achieve a maximum rate of success.
* **Crowdfunding efforts have become more successful as time goes on**. According to the trendlines on the “Outcomes By Year” chart crowd funding efforts have become more successful over time. As a result, it is essential to identify what has changed in crowdfunding methods to make crowdfunding efforts more successful so this trend can be built upon and continued.
* **There is a disproportionate focus on plays**. Simply by viewing the bar chart in the “Outcomes by category” it is easy to see that plays are the largest category of crowdfunding efforts. There is some good reason for this since the success of play based crowed funding is better than certain other categories such as web-based crowdfunding or translations. However, this doesn’t mean that it is completely warranted. Other categories come closer to or exceed the rate of success such as indie rock and food trucks. More efforts should be made to diversify into these categories that have similar rates of success.

Limits to Data Analysis

* **There needs to be better data measuring outcomes by category**. Although we have the visual representation of success by category what is really needed is a breakdown of the percentage of success and failure by category. Clearly there are other categories with similar or greater rates of success than plays but also there are other categories which not only have rates of success below plays, but that are so often unsuccessful that crowdfunding efforts should no longer be undertaken for them. As a result I recommend that the rate of success ought to be gathered for all of these categories. Furthermore, as mentioned previously the rate of success has been increasing over time. I suspect that a potential factor for this increased success is the evolution of categories that these crowdsourcing efforts are for. However, I have no easily accessible data visualization on this that allows me to compare the amount of crowd sourcing efforts being undertaken per category by year. This could prove invaluable to explain recent successes and should be the next big effort in the data analysis for this project.

Mean Vs Median (Also in the “Summary Table Section)

* For this set of data I would say that the mean is a more useful measurement than the median. Although the median is generally considered more valuable for large data sources like this with great amounts of variance and many outliers, if we look at the "Success by Backers" data it seems that the ideal range of backers for successful campaigns is 15,000 to 34,000 and the means of failed and successful campaigns confirm this while the median does not give us data that is useful or actionable in comparison to the other result's we've found.